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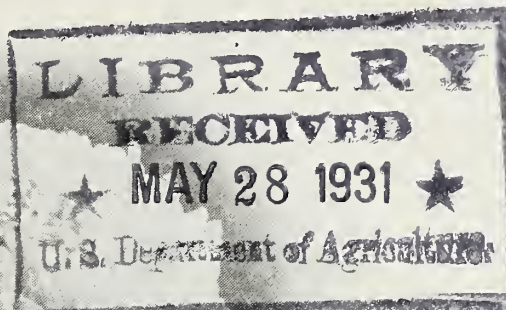


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RECORDED

1920  
CHRYSANTHEMUMS

FLORISTS' WHOLESALE LIST



*DECEMBER BEAUTY*

ELMER D. SMITH & CO.

ADRIAN, MICH.

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# Terms of Sale

**OUR ENDEAVOR** is to please by supplying healthy, strong plants true to name, prompt shipments, lightly and securely packed.

Claims for goods arriving in an unsatisfactory condition from any cause are without hesitation promptly adjusted.

We allow 60 days to those of approved credit, or 3% discount for cash with order.

We believe most Florists are honest but to guard against losses, unknown correspondents are requested to furnish satisfactory references—in fact, we insist.

**WE ASK OUR PATRONS** to place their orders as early as possible; this facilitates early deliveries.

When shipments are frozen or otherwise damaged in transit, please notify us at once, stating date received, so that it may be traced and claim entered against carriers.

**NO GUARANTEE.**—While we exercise the utmost care in executing all orders, to keep our stock true to name, we give no warranty, expressed or implied, and cannot guarantee or be in any way responsible for the crop, either as to variety or product. If not accepted on these terms they must be returned at once.

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## Chrysanthemum Growers

### READ THIS

We began specializing in Chrysanthemums in 1890. In 1907 we discontinued all other branches of floriculture and since have directed our entire attention to them.

We are the only firm in America growing Chrysanthemums exclusively. We have been originating new varieties since 1890—and have sent out over three hundred of our own origin.

During this quarter century our products (in most instances), have been money-makers for the growers.

Of the imported varieties we buy such as in our judgment should be given a place among the good things.

**WE HAVE NO AGENTS, OUR CATALOGUE IS OUR SALESMAN**

We sell to you as cheap as any one considering the quality and time of delivery—all in the trade are treated absolutely alike.

If we have any concessions to make from accumulated stock all customers receive the benefit of such reductions.

Those interested in the best varieties for Florists' use, either recent introductions or standard varieties, are referred to inside of back cover.



# New American Chrysanthemums for 1920

## Originated by Elmer D. Smith & Co.

### COMMERCIAL SECTION

Those interested in commercial varieties should not fail to avail themselves of the following five sterling Novelties. They surpass existing kinds in their respective season. All have been certified by C. S. A.

**DELIVERIES TO BEGIN ABOUT FEBRUARY 15.**

Five plants of a kind at ten, twenty-five at hundred rate.



**SMITH'S SUBLIME**,—A pink maturing early in October, of a soft pleasing shade with exceptionally good stem and foliage, has been long and diligently sought. In this variety we believe we have produced the best early pink known. The objectionable magneta seen in the early pinks has been eliminated. Height, medium. 3½ to 4 ft. from May planting. Buds should be selected about August 10th to secure double flowers, which fully mature from October 10th to 15th.

75c each; \$6.00 per ten; \$50.00 per hundred.





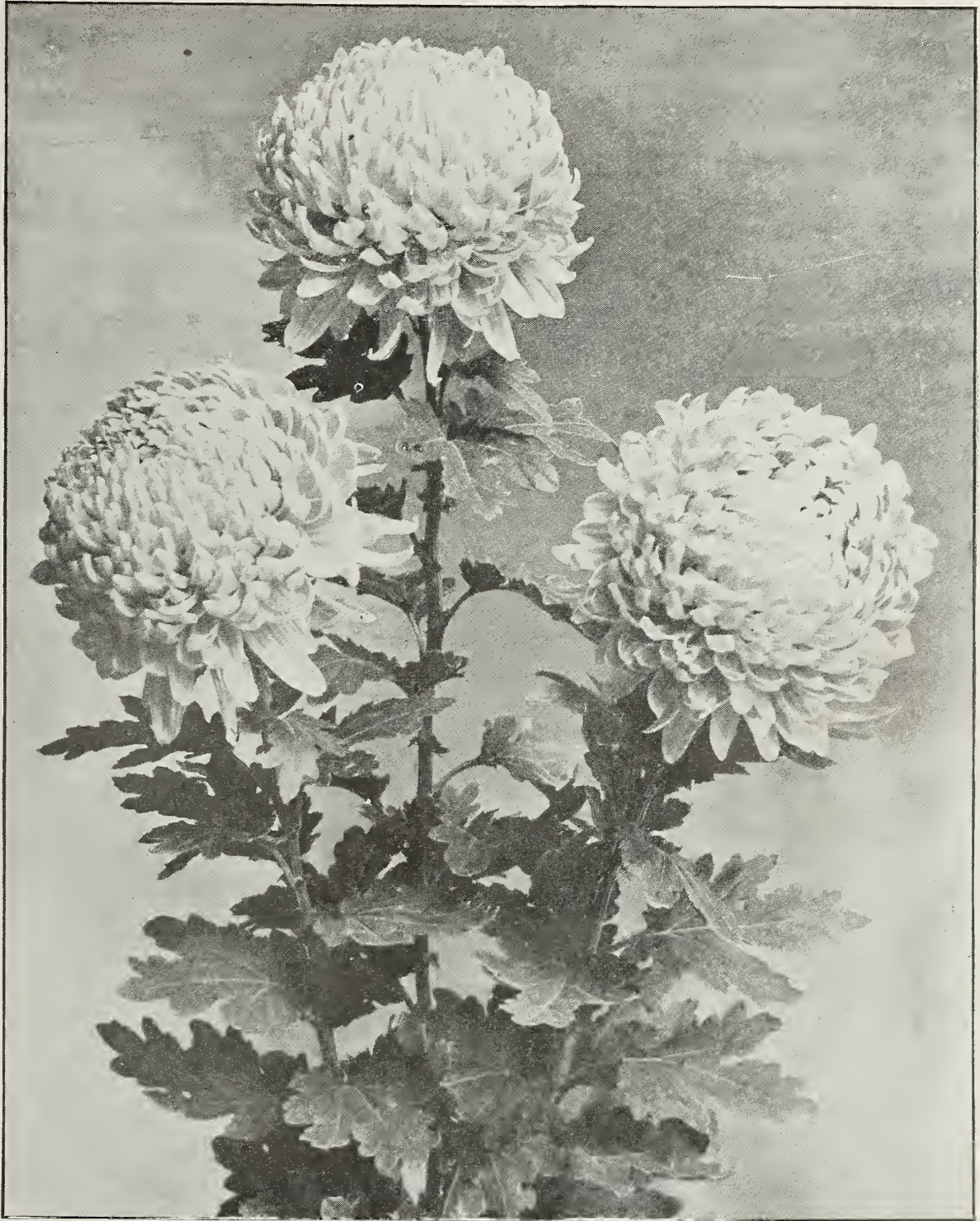
**SUNRAY.**—A seedling from Golden Glow, maturing October 18th. Several shades darker than the parent, approaching Exhibition size. Requires the same treatment as Golden Glow, namely: avoid young plants becoming pot bound and thus prevent hardening and premature buds. Best bud about July 30th. Height 3½ ft.

75c each; \$6.00 per ten; \$50.00 per hundred.

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As usual we lead in the production of Bona-Fide Novelties. Were awarded sixteen First-class certificates, by the Chrysanthemum Society of America for the sixteen varieties submitted.





**ROSE PERFECTION.**—A seedling from Chieftain and an improvement, being brighter and more constant in color. Does not assume the objectionable bluish hue when allowed to remain uncut after full development. Like Chieftain, is an easy propagator, similar in growth and foliage, maturing the first week of November. Best bud September 10th.

75c each; \$6.00 per ten; \$50.00 per hundred.

In 1890 we sent out our first seedling Chrysanthemum, and each subsequent year our Novelties have taken a prominent place in the world's product.





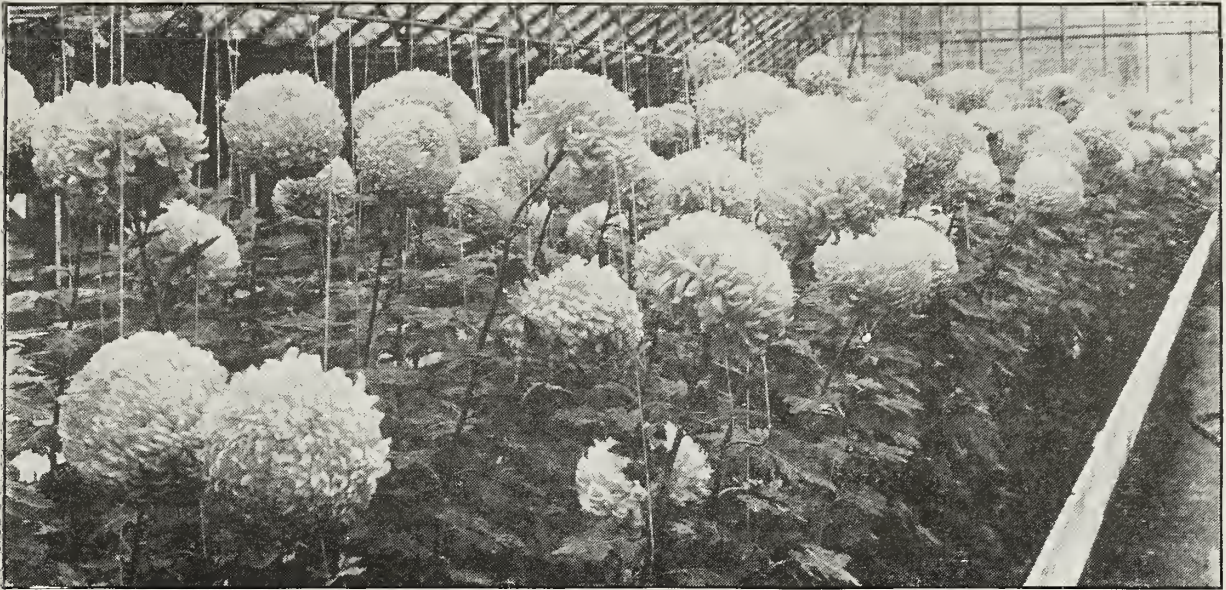
**SUNBEAM.**—A seedling from Odessa. Of a brighter shade of yellow, maturing for Thanksgiving and later and fully double on the late September buds. Avoid the buds in August or the flowers will be mal-formed. We consider September 20th to 30th the best time for their selection. A fine grower with ample stem and perfect foliage. Height 4½ ft. from June 20th planting.

75c each; \$6.00 per ten; \$50.00 per hundred.

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All quotations given are for strong plants from 2¼ in. pots, unless otherwise specified. These are forwarded by express unless we have explicit instructions to ship otherwise, or in case of small orders, when mail would be most practical.





December Beauty Photographed December 10th.

**DECEMBER BEAUTY.**—A massive incurved Japanese much the same in form as well grown Jeanne Nonin. Growth, vigorous yet short jointed, attaining 3½ feet from June 20th planting. Fully developed December 10th to 15th and the supply continues until Christmas and after from the later buds. White with light pink shading, which is more pronounced at the center of the blooms. They may be planted second or third week of July and grown natural, selecting the late bud, which appears in September, or when planted in June, stop August 10th to 25th, allowing one or more breaks to continue. This will give buds September 30th to October 10th and flowers December 10th to 30th. This variety is so double on the late buds that any attempt to secure them prior to late September will result in mal-formed flowers. Having ample stock of this variety, are offering it at an exceptionally low price for one of such sterling merit.

40c each; \$3.00 per ten; \$25.00 per hundred.

## Introductions of 1919

These are the varieties usually grown by Florists and displayed in their windows.

The varieties best suited for the commercial grower are those which have sturdy, upright growth, with good stem and foliage, are of pleasing color and (with the exception of a few early varieties) produce double flowers from the late or terminal bud. We have endeavored to give the height the plants attain and the best date to reserve buds. In giving the height it must be considered only approximate, as much depends upon the size of plants at planting time and conditions maintained thereafter.

**Plants from 2¼" pots \$1.50 per ten; \$12.00 per hundred.**

**Rooted Cuttings, \$10.00 per hundred.**

**Not less than 5 of a variety at ten; 25 at hundred rate.**

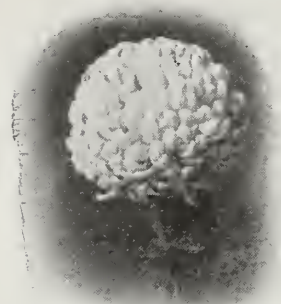
**Loyalty.**—Naturally late flowering, buds selected September 15th to 25th produce very uniform crop November 25th. Color, very bright yellow. A sure yellow for Thanksgiving.

**Sun Glow.**—In season October 25th, bright yellow of the Major Bonnaillon type. Produces high percentage of perfect blooms with excellent stems and foliage. Best bud August 25th.

**Victory.**—Early September buds mature second week of November. Those desiring crop for Thanksgiving and after should remove the September bud and reserve the next, which will appear a few weeks later. It is not unusual to have good flowers of this variety December 15th and after. An incurved of the purest glistening white.



# Standard Varieties



## EARLY.

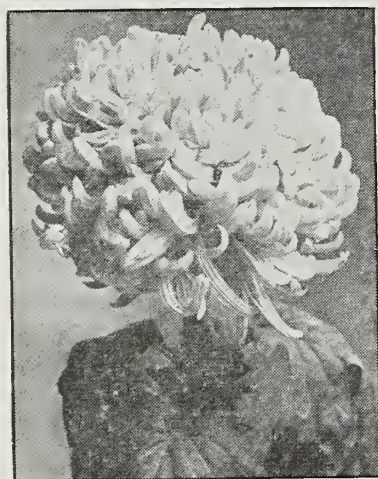
To secure early flowers it is of the utmost importance that they be planted early. Good strong plants from 3-in. pots benched in May give satisfactory results. In case the buds are not formed at the date given reserve the first that appear thereafter.

Plants from 2¼" pots 70c per ten; \$5.00 per hundred; \$45.00 per thousand.

Rooted Cuttings, \$4.00 per hundred; \$35.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

- 4      8/20      **Chas. Rager.**—Pure white incurved, producing a high percentage of perfect blooms.



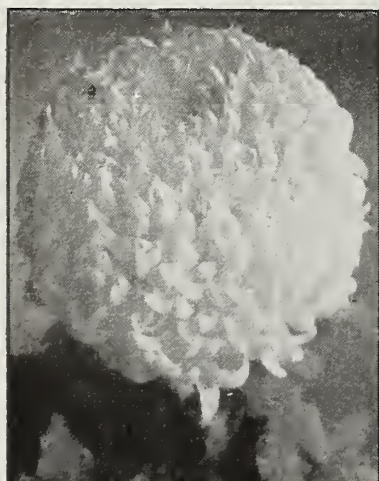
**Unaka**



**Crysolora**



**Smith's Advance**



**Smith's Imperial**



**Liberty Bond**



**Golden Queen**

- |    |      |  |
|----|------|--|
| 4  | 8/15 | <b>Chrysolora.</b> —(Introduced by us in 1911.) The best yellow for early October. Fine incurved form with perfect stem and foliage to the bloom. Also useful for early exhibitions.       |
| 3½ | 7/10 | <b>Golden Glow.</b> —(Introduced by us in 1908.) Bright yellow, good stem and foliage. Blooms may be had from August 15th to October 20th, if planted in succession and first bud secured. |
| 3½ | 8/10 | <b>Golden Queen.</b> —(Introduced by us 1915.) The best yellow for early October, maturing about the 10th. Same color as Golden Glow, fine incurved form and double from any bud.          |
| 4  | 8/25 | <b>Liberty Bond.</b> —(Introduced by us 1918.) Same type as Oconto. Color, white; fine incurved form, splendid stem and foliage.   |
| 4  | 8/25 | <b>Oconto.</b> —(Introduced by us in 1914.) Very popular as an early mid-season white. The large blooms are produced on strong, upright stems.   |



3½	8/20	<b>Pacific Supreme.</b> —(Introduced by us in 1908.) Pink, intermediate between Pacific and Wm. Duckham, and is sufficiently permanent to admit of full development without the bloom fading.
3½	7/5	<b>Smith's Advance.</b> —(Introduced by us in 1911.) The earliest large flowering white. Can be had from July onward according to date of planting and selecting buds. Being more dwarf and flowers more double than October Frost, it is a decided improvement on that variety.
4	8/25	<b>Smith's Imperial.</b> —(Introduced by us 1917.) An incurved white, of dwarf habit, with excellent stem and foliage. Maturing October 20th and after.
4	8/5	<b>Unaka.</b> —(Introduced by us in 1911.) Being a strong grower with perfect stem and foliage, a fine incurved bloom of a pleasing shade of pink and maturing the first week of October, places it foremost among the early pinks.

## Mid-Season

In giving the height of mid-season varieties we have based our estimate on good, strong plants, benched June 15th. In favorable seasons some of the varieties will perfect blooms a few days before November 1st, and as climatic conditions have much to do with flowering season, the figures given must not be considered infallible.

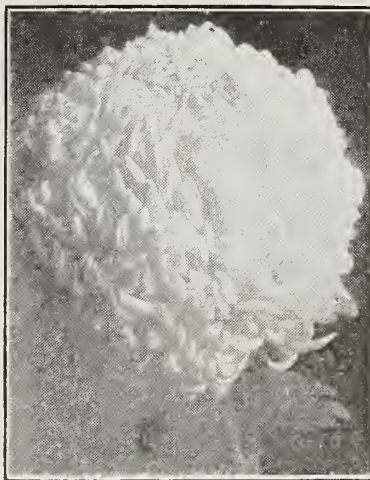
Plants from 2¼" pots 70c per ten; \$5.00 per hundred; \$45.00 per thousand.  
Rooted Cuttings, \$4.00 per hundred; \$35.00 per thousand.

Not less than 5 plants of a variety at ten; 25 at hundred rate.

Height Bud		
4	8/25	<b>Betsy Ross.</b> —(Introduced by us 1918.) A new white which is sure to become popular owing to its perfect incurved form, purity of color and sturdy upright growth. Is the same type and general character as Naomah, Smith's Imperial and Chas. Rager, but surpasses them all in size. Maturing Nov. 5th.
Height Bud		
3	8/30	<b>Chieftain.</b> —Probably the most popular pink among the growers and will be grown in large quantities the coming season. Good in every way.



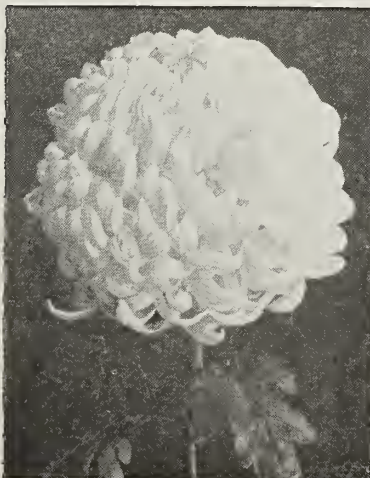
Tiger



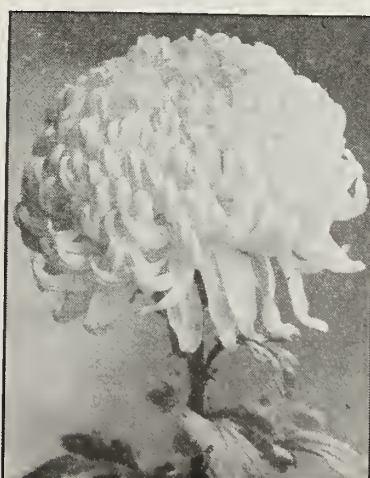
Betsy Ross



Roman Gold



Josephine Foley



Chieftain



Midnight Sun



4	8/25	<b>Josephine Foley.</b> —(Introduced by us 1916.) The best white introduced in 1916. Purest white, strong in growth and stem. Early mid-season.
2½	9/20	<b>Midnight Sun.</b> —(Introduced by us 1918.) One of the very best commercial yellows, surpassing all other yellow in color. Fine incurved form, stem and foliage excellent. Matures Nov. 1st.
2½	8/25	<b>Patty.</b> —A beautiful Enchantress pink Japanese; dwarf. This is very fine both in color and habit; does not fade.
4	8/25	<b>Roman Gold.</b> —(Introduced by us 1911.) A very intense yellow, maturing November 1st to 10th. Perfect stem and foliage, easy to manage. From late buds they show the bronzy tints in the depths of petals, but this rather adds to their beauty.
3½	9/5	<b>Tiger.</b> —(Introduced by us 1916.) One of the best commercial yellows. Flowers very full, bright color, with excellent stem.
4	9/5	<b>Timothy Eaton.</b> —Large incurved white Japanese, equally serviceable for exhibition or commercial use.
4	8/30	<b>White Chieftain.</b> —A sport from the well known variety Chieftain.

## Late

Some of the late varieties mentioned will perfect flowers by November 10th, if early buds are secured and the season is favorable. On the other hand they may be retarded by planting late and securing late buds.

Plants from 2¼" pots 70c per ten; \$5.00 per hundred; \$45.00 per thousand.

Rooted Cuttings, \$4.00 per hundred; \$35.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.



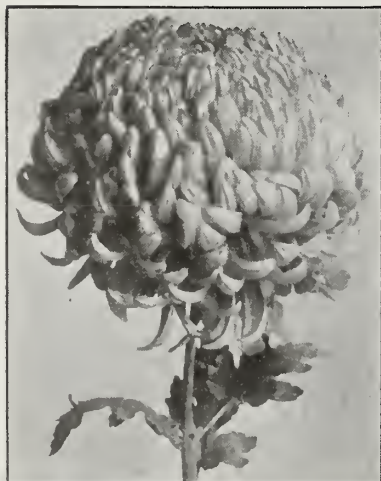
Harvard



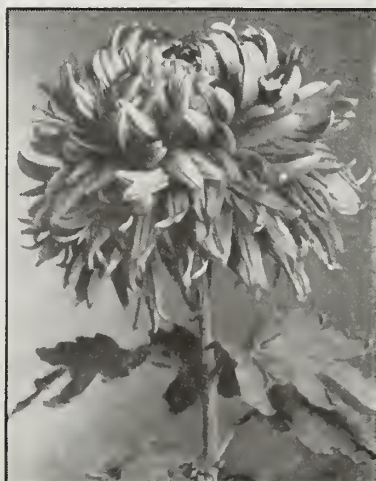
W. H. Chadwick



Helen Frick



December Queen



Tekensha



Jeanne Nonie

4	9/5	<b>Dr. Enguehard.</b> —Bright rose pink, double from either bud; while those from the late buds are somewhat smaller, they are greatly improved in color.
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5	9/5	<b>Edwin Seidewitz.</b> —A beautiful late, incurved, bright pink, maturing from Thanksgiving to early December. Surpasses all late pinks we have grown.
5	9/30	<b>Harvard.</b> —(Introduced by us 1912.) Japanese reflexed, very dark crimson. In perfection November 15th or later. The best red yet introduced; double from any bud.
3	9/10	<b>Helen Frick.</b> —(Introduced by us 1904.) A fine late, dark pink Japanese, incurved; stem and foliage good.
4	10/5	<b>Jeanne Nonin.</b> —Another fine late white, with large, incurved blooms. The early buds give rather coarse flowers, and to our mind not as fine in form as from the later ones.
3½	9/10	<b>Major Bonnaffon.</b> —A fine yellow, easy of cultivation and incurved form.
3½	9/10	<b>Maud Dean.</b> —Incurved bright pink, with fine stem and foliage. An old favorite.
4	9/30	<b>Mistletoe.</b> —Blush white; strong, upright growth. One of the latest; not ready to cut until December.
4	9/10	<b>Nagoya.</b> —(Introduced by us 1899.) Reflexed form; clear, bright yellow; one of the best for Thanksgiving. Fine stem and foliage.
3½	9/10	<b>Tekonsha.</b> —(Introduced by us 1915.) The best large-flowering bronze for Thanksgiving, coming just right for this event. Strong, upright growth. Those desiring a late bronze should not overlook this variety.
3	9/20	<b>White Bonnaffon.</b> —(Introduced by us 1900.) Incurved white; still grown in quantity.
3	9/10	<b>White Helen Frick.</b> —(Introduced by us 1910.) A very desirable late white, coming for Thanksgiving and later. Dwarf habit.



December Queen.

These six blooms here shown measure 4 ft. Photographed Thanksgiving Day.

Plants from 2¼" pots 80c per ten; \$6.00 per hundred; \$55.00 per thousand.

Rooted Cuttings, \$5.00 per hundred; \$45.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

Height Bud

4	10/5	<b>December Queen.</b> —(Introduced by us 1917.) Latest large yellow, maturing from November 25th to December 10th. Of unusual size considering its lateness.
5	9/15	<b>Chadwick Improved.</b> —(Introduced by us 1909.) A pure white sport from W. H. Chadwick. Japanese incurved.
5	9/15	<b>Golden Chadwick.</b> —Yellow sport from W. H. Chadwick. By planting late may be had for Thanksgiving or later.
5	9/15	<b>W. H. Chadwick.</b> —Large, incurved white, sometimes shaded pink.

For years we have specialized in Chrysanthemums and especially in the production of new kinds.

We are acknowledged the originators of most American novelties of merit.

We grow nothing but Chrysanthemums and are the only firm in America who devote their entire effort to this class of plants.



# New American Chrysanthemums for 1920

Originated by Elmer D. Smith & Co.

## P O M P O N S



**Fire Bird**

**Zelia**

**Anneta**

**Clarice**

**CLARICE.**—A light pink with a high, well rounded flower and producing large sprays. Matures October 25th; flowers, about two inches in diameter. Of semi-dwarf habit.

50c each; \$4.00 per ten; \$30.00 per hundred.

**ZELIA.**—Color, orange bronze, the nearest approach to orange we have in the Pompon Section. While not of the true Pompon or Button variety, the form of the flower resembles Edina. Is very free flowering and grows to medium height, about three feet from late June planting. A striking color when combined with yellow and red.

50c each; \$4.00 per ten; \$30.00 per hundred.

**ANNETA.**—This somewhat resembles Zora. As the petals unfold they show the bright yellow surface and those that are undeveloped the red reverse, giving the appearance of a bi-colored flower. This of course disappears in full maturity. Semi-dwarf habit. Matures about November 1st.

50c each; \$4.00 per ten; \$30.00 per hundred.

**FIRE BIRD.**—While not extra early this is the best early red we have seen, maturing the last week of October. Color, very bright; strong up-right growth and productive. We unhesitatingly recommend this for those desiring early red Pompons.

50c each; \$4.00 per ten; \$30.00 per hundred.

## Introductions of 1919

Plants from 2¼" pots \$1.20 per ten; \$10.00 per hundred; \$90.00 per thousand.

Rooted Cuttings, \$8.00 per hundred; \$75.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

**Leilah.**—An early rose pink of exceptional merit. Ready to cut October 15th; strong sturdy growth.

**Ouray.**—Dark Mahogany brown, maturing October 20th. Flowers, medium size; stem wiry.

**Uvalda.**—The earliest white, maturing October 10th. Sometimes shows slight shade of pink when first opening, becoming pure white.

The small flowered varieties known as the Baby or button type, see following page.





## Standard Varieties

Pompons are becoming more popular year by year, being especially desirable for pot plants, and lend a distinctive grace and beauty to floral decorations of all kinds.

Plants from 2¼" pots 70c per ten; \$5.00 per hundred; \$45.00 per thousand.  
Rooted Cuttings, \$4.00 per hundred; \$35.00 per thousand.

Not less than 5 plants of a variety at ten; 25 at hundred rate.

**Adironda.**—(Introduced by us 1918.) The best early golden bronze, maturing October 15th.

**Clorinda.**—(Introduced by us 1910.) Semi-dwarf, producing erect sprays of an even shade of bronze. One of the best for specimen plants.

**Edina.**—(Introduced by us 1918.) Beautiful rose pink, maturing October 15th; strong upright growth. One of the best.

**Fairy Queen.**—A delightful deep Enchantress color, of medium size, round and full; elegant foliage and a good keeper.

**Frank Wilcox.**—(Syn. Mrs. Beu and Souv. d'Or.) Golden bronze of special merit to those desiring late Pompons.

**Golden Climax.**—A very pleasing shade of bright yellow; medium size and height.

**Golden West.**—A small golden flower of great substance. Dwarf.

**Helen Newberry.**—The latest white Pompon; just as good and a little better than the popular variety Diana, which it follows for Thanksgiving and up to Christmas.

**Idolf.**—(Introduced by us 1918.) Very early, maturing October 10th. A pleasing shade of salmon pink.

**Ilona.**—(Introduced by us 1915.) Rosy lavender, much the same color as Western Beauty but produces larger sprays, hence is more profitable. Large; height medium. November 10th.

**Iva.**—(Introduced by us 1908.) Pure amber; firmbricated petals; medium size.

**Julie Lagravere.**—Deep red; best of its color. Late.

**Klondike.**—Brilliant yellow; compact blooms of medium size.

**Laneta.**—(Introduced by us 1918.) Rosy cerise with a tinge of cream at center; maturing October 15th.

**La Purite.**—A beautiful, pure white.

**Leota.**—(Introduced by us 1914.) Delicate pink, maturing October 20th, and produces large, full sprays; one of the very best; medium size. Dwarf.

**Minta.**—(Introduced by us 1911.) A very free flowering light pink, unsurpassed by any of this color. Owing to its upright growth it is one of the best for specimen plants.

**Neola.**—(Introduced by us 1915.) Light pink; strong growth with a stem like Quinola; needs very little tying. Large, maturing November 15th to 25th. Dwarf.

**Nordi.**—(Introduced by us 1916.) A pure white Pompon, maturing November 10th to Thanksgiving. Seven to eight medium sized flowers to the spray, with strong, wiry stem.

**Quinola.**—Clear orange yellow; excellent form and good size.

**Rodi.**—(Introduced by us 1915.) The best of its color, purplish rose, large, strong upright growth. Tall.

**Skibo.**—(Introduced by us 1905.) Golden chamois; flowers small.

**Western Beauty.**—Flower large; deep rose pink; stiff upright growth.

The past season we submitted to the Chrysanthemum Society's committee sixteen seedlings and were awarded sixteen first-class certificates, the strongest endorsement that can be given new varieties, as these findings are the opinions of expert judges.

## Six New Pompons of the Baby or Button Type

In addition to being well adapted for cutting, they are dwarf and admirably adapted to pot culture, making exceptionally fine plants, either for home decorations or for the outer row of large exhibition groups. Potted in June and stopped several times they may be had from 8 to 16 inches in height from the soil. We especially commend these for this purpose. All of these have received first class certificates from the Chrysanthemum Society of America.

**BABY DOLL.**—The size of Baby, maturing October 25th, of the freest flowering habit. Light yellow with slight bronzy tinge, which disappears when fully developed. The most dwarf of this collection. When potted in June and stopped occasionally will give plants 8 to 10 inches high.

50c each; \$4.00 per ten; \$30.00 per hundred.

**BRIGHT EYES.**—As the name implies each flower has a bright eye. As the outside petals unfold they are blush-white and the unfolded petals showing the reverse side present an orange apricot. This distinction in color disappears as the flower becomes fully developed. This variety is not as free as Baby Doll, but if stopped several times will make excellent pot plants. In perfection about October 25th.

50c each; \$4.00 per ten; \$30.00 per hundred.

**LITTLE TOT.**—A pale rose pink of a very pleasing shade, ready to cut the first week of November. All the side breaks flower freely and simultaneously, thus producing long attractive sprays. This variety is somewhat taller in growth than the other varieties we are offering.

50c each; \$4.00 per ten; \$30.00 per hundred.

**BUTTON ROSE.**—A deep rose color, having a resemblance to the old rose of this name, of very dwarf habit and exceptionally well adapted for pot plants, maturing about the first week of November.

50c each; \$4.00 per ten; \$30.00 per hundred.

**WHITE MIDGET.**—Of the purest white, somewhat larger than Baby, maturing the first week of November and of dwarf habit. The flowers are well distributed, thus exceeding in gracefulness those kinds, which are so compact as to form dense heads or clusters.

50c each; \$4.00 per ten; \$30.00 per hundred.

**FRANK WILCOX, JR.**—Being the same color as Frank Wilcox, (also known as Mrs. Beu) an orange bronze, less than half its diameter, flowering middle of November and later, also of the same dwarf habit, are the characteristics, which suggested the name. It has excellent keeping qualities and may be easily held for Thanksgiving use.

50c each; \$4.00 per ten; \$30.00 per hundred.

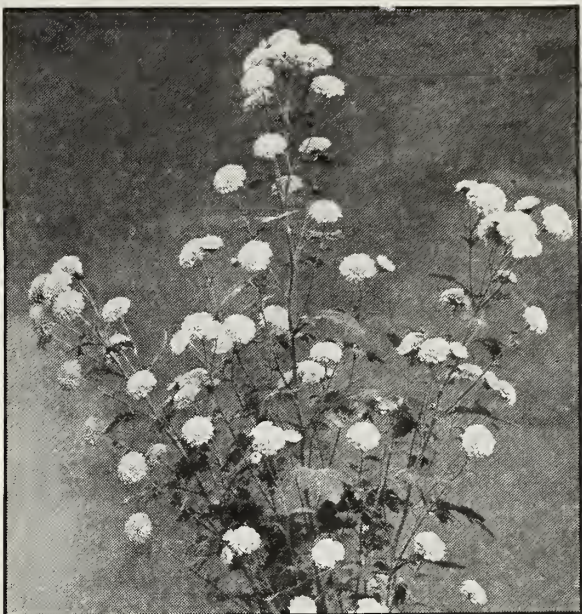
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Special attention is called to the foregoing small Pompons. This collection is the most striking of any of this type, possessing many marked features both as to coloring and season of bloom.





**Baby Doll**



**Little Tot**



**White Midget**



**Frank Wilcox Jr.**



**Button Rose**



**Bright Eyes**



## Introductions of 1919

**Plants from 2¼" pots \$1.20 per ten; \$10.00 per hundred; \$90.00 per thousand.**

**Rooted Cuttings, \$8.00 per hundred; \$75.00 per thousand.**

**Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.**

**Christmas Gold.**—A late flowering. Very bright yellow, producing flowers one inch in diameter and does not mature until December.

**Buena.**—Very small flowers (about the size of Baby), which are produced in large, well-formed sprays. Color golden bronze, equally serviceable for cutting or pot plants. (See cut back cover.)

**White Gem.**—A worthy companion for Little Gem, being of the same general character except in color, which is pure white. Strong, vigorous growth, maturing midseason.

## Standard Varieties

**Plants from 2¼" pots 70c per ten; \$5.00 per hundred; \$45.00 per thousand.**

**Rooted Cuttings, \$4.00 per hundred; \$35.00 per thousand.**

**Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.**

**Baby.**—Clear, bright yellow; very late.

**Little Gem.**—(Introduced by us 1917.) True Pompon form, of the small flowered type; a pleasing shade of lavender pink. An acquisition for the commercial grower or amateur.

**Hilda Canning.**—A very attractive bronze, of the small flowered section. Very striking and desirable.

## New Pompon Suitable for Disbudded Blooms

This section consists of varieties resulting from crossing the large flowering type with the Pompons. In most instances they are not very suitable when grown naturally to sprays; as the flowers are arranged so compact as to detract from the gracefulness, which has made Pompons so popular.

They are more serviceable when the plants are permitted to make several growths and then disbudded to produce one bloom each. This course gives very perfect formed flowers, as is shown by the illustration.

**ANGELO.**—The finest novelty for 1920, light pink Pompon for disbudding; more decided and pleasing in color than Lillian Doty. Dwarf and should be planted by end of May to secure stems 2½ to 3 ft. long. For pot plants should be potted middle June and stopped twice will not exceed 16 inches in height, producing six to twelve perfect blooms, and for this purpose surpasses any of the Caprice family. Certificated by the C. S. A.

**50c each; \$4.00 per ten; \$30.00 per hundred.**



Angelo

## Introductions of 1919

**Plants from 2¼" pots \$1.20 per ten; \$10.00 per hundred; \$90.00 per thousand.**

**Rooted Cuttings, \$8.00 per hundred; \$75.00 per thousand.**

**Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.**

**Cometo.**—A seedling from Lillian Doty and is admirably adapted for disbudding. Color dark rose shaded magenta, very symmetrical in form—strong upright stem.

**Vasco.**—While this variety supplies medium sized sprays on long stems and of intense yellow, yet we consider it best when disbudded, growing five or six blooms to the plant.



## Standard Varieties

**Plants from 2¼" pots 70c per ten; \$5.00 per hundred; \$45.00 per thousand.**

**Rooted Cuttings, \$4.00 per hundred; \$35.00 per thousand.**

**Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.**

**Juliana.**—(Introduced by us 1918.) Yellow, strong upright growth, maturing Oct. 22nd; 3½ ft.

**Lillian Doty.**—Flowers beautiful shell pink. Strong, upright growth.

**Mimico.**—(Introduced by us 1918.) Lavender seedling from Lillian Doty, maturing Oct. 22nd; 3½ ft.

**Miramar.**—(Introduced by us 1918.) A fine bronze, maturing Oct. 25th; 3½ ft. Pure white; fine form, maturing middle of November.

**Orea.**—(Introduced by us 1902.) Deep pink and when disbudded gives a perfect globular flower.

**Wanda.**—(Introduced by us 1918.) Large white, maturing Oct. 22nd; 3½ ft.

Those interested in this type should not overlook Pomona, Sunshine, and Izola of the Anemone Section. The first two mentioned do not show their full beauty unless disbudded, while Izola may be grown either way to advantage.

### NEW POMPON FOR POT CULTURE.

Those interested in pot plants either for exhibition or commercial use, should give this section a trial, as they produce very dwarf and symmetrical plants.

Pompons being so free flowering, they are especially adapted to pot culture, and as those of dwarf growth are most serviceable. We are certain of their commendation.



**50c each; \$4.00 per ten; \$30.00 per hundred.**

**Pigmy.**—Exceptionally dwarf, attaining only 10 to 12 inches when potted in June. Color, light pink, maturing about Nov. 10th. High rounded flower like the disbudded Pompons. Size 3 inches. Superior to the Caprice varieties as a pot plant.

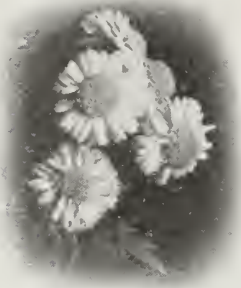
**Plants from 2¼" pots \$1.20 per ten; \$10.00 per hundred; \$90.00 per thousand.**

**Rooted Cuttings, \$8.00 per hundred; \$75.00 per thousand.**

**Anoka.**—Pure white with dark green foliage; 15 inches high from June 20th, final potting.

In addition to the foregoing Angelo, Baby Doll, Buena, Bright Eyes, Button Rose, Clorinda, Frank Wilcox Jr., Illona, Leilah, Leota, Minta, Quinola, Wanda, White Midget, and Zora are excellent for this purpose.





# Anemones

## Introductions of 1919

The Anemone flowers consist of one or more rows of flat or tubular ray florets, with shorter quilled or tubular disc florets of the same or a distinct color, and are being grown in sprays for artistic floral arrangements. For specimen blooms those marked "large flowering" are best, and resort to disbudding to increase the size.

Plants from 2¼" pots \$1.20 per ten \$10.00 per hundred \$90.00 per thousand.

Rooted Cuttings, \$8.00 per hundred; \$75.00 per thousand.

Not less than 5 plants of a variety at ten: 25 at hundred rate.

**Pomona.**—Form perfect, several rows of ray florets of the purest white, with a well formed cushion, white shading to straw at center. Is most serviceable when disbudded.

**Sunshine.**—An intense yellow of unusual brightness, maturing from November 15th to December according to date of planting. Flowers are too crowded when grown naturally. Its full beauty is best displayed by disbudding.

## Standard Varieties

Plants from 2¼" pots 70c per ten; \$5.00 per hundred; \$45.00 per thousand.

Rooted Cuttings, \$4.00 per hundred; \$35.00 per thousand.

**Azelda.**—(Introduced by us 1914.) Light pink, shaded lavender; rays and disc florets same shade, except center of cushion, which is cream color.

**Garza.**—Purest white with yellow center; medium size; rays broad.

**Godfrey's Perfection.**—Resembles Garza, being the same size and pure white, but is a better shipper, having four or five rows of ray florets instead of one. Matures for Thanksgiving and is one of the best of recent introduction. Dwarf, making excellent pot plants.

**Golden Lida Thomas.**—A golden yellow sport from Lida Thomas, and, like its parent, matures just right for Thanksgiving. Good in every way. We consider this the best for florists' use.

**Izola.**—(Introduced by us 1918.) A true and even shade of amaranth and equally desirable grown in sprays or single stemmed. 3½ ft. Maturing Nov. 1st.

**Yellow Garza.**—A yellow sport from Garza, identical in other respects.

## Singles



This section comprises the best varieties for cut sprays and are also useful for specimen plants. Those listed below we consider best.

Plants from 2¼" pots 70c per ten; \$5.00 per hundred; \$45.00 per thousand.

Rooted Cuttings, \$4.00 per hundred; \$35.00 per thousand.

Not less than 5 plants of a variety at ten, 25 at hundred rate.

**Golden Mensa.**—Doubtless the best single yellow for general purposes.

**Mensa.**—One of the largest single whites; produces freely on long, stiff stems.

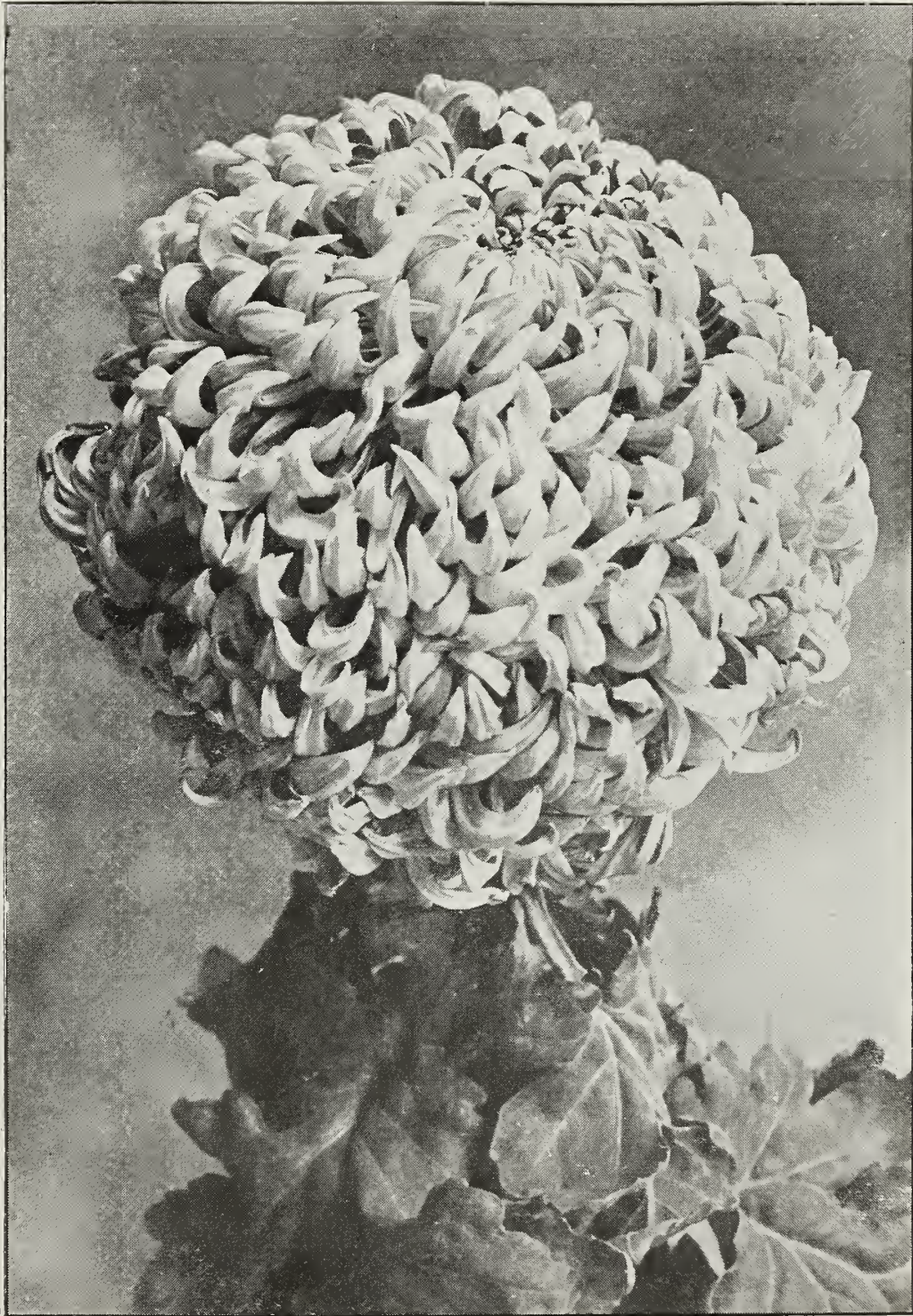
**Mrs. Wm. Buckingham.**—A large, flat flower of a lovely shade of rosy pink, and keeps well, both on or off the plant.



# New American Chrysanthemum for 1920

## EXHIBITION SECTION

DELIVERIES TO BEGIN ABOUT FEBRUARY 15



**GOLDEN ELBERON**—A sport originating with Stein Bros., Warren Point, N. J. Identical as to growth and size of bloom, color bright yellow from the early buds and shaded bronze from the late ones. The fine incurved form and size of Elberon is a strong indorsement, which will place it at once in the class of best Exhibition sorts.

\$1.50 each; \$12.50 per ten.



# Exhibition Varieties for Florists' Use

As exhibition varieties are of less importance to those in the trade, we have placed them last in the catalogue. The varieties mentioned are best for those who desire specimen blooms and are most likely to give the highest percentage of perfect flowers.

## Introduction of 1919

The exhibition varieties are those employed by expert growers in the production of the enormous flowers displayed at Chrysanthemum Shows.

**Artisan.**—A peculiar Japanese, petals long, narrow, and tubular, creamy white with violet rose shadings at base of petals. Dwarf. Best color from buds selected Sept. 5th.

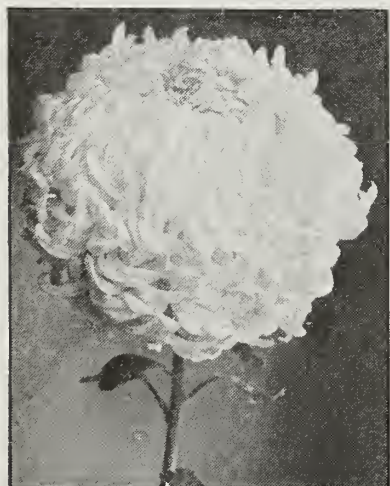
30c each; \$2.50 per ten; \$20.00 per hundred.

**Cheyenne.**—Color, distinct chamois or buckskin, of large size, maturing November 1st and later. Growth vigorous. Select bud August 25th. This variety has commercial qualifications and when planted late will give double flowers for Thanksgiving.

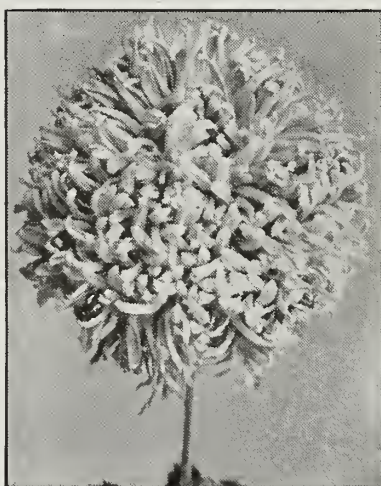
30c each; \$2.50 per ten; \$20.00 per hundred.

**Titanic.**—Large white, even surpassing Odessa & Wm. Turner in this respect, which assures its popularity. Of the easiest culture, producing double flowers from any bud, but we consider August 20th to 30th the best date.

30c each; \$2.50 per ten; \$20.00 per hundred.



**Titanic**



**Cheyenne**



**Artisan**

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### KEEP THIS CATALOG FOR REFERENCE.

This Catalog is really a book of reference, giving the height the plants attain, and the best bud to reserve for the many sorts offered. Such information is eagerly sought each year, and especially so as the time for securing buds draws near. Every word in this Catalogue from cover to cover is worth reading and may throw light upon some subject important to the recipient.



## Standard Varieties



We are aware some of the best blooms are produced from buds taken August 5th, but throughout the Middle West buds of most varieties, taken prior to August 15th, suffer from excessive heat and lack of moisture, and for this reason we secure our best results from those taken August 15th to 30th. Each grower must be governed by the conditions in his immediate locality, and may find it advantageous to take them earlier than dates given.

In determining the height, those which do not exceed 4 ft. are designated as Dwarf; those which do not exceed 6 ft. as Semi-Dwarf, and those growing taller as Tall. These deductions are only approximate from stock propagated in February.

Plants from 2 $\frac{3}{4}$ " pots 80c per ten; \$7.00 per hundred; \$60.00 per thousand.  
Rooted Cuttings \$5.00 per hundred; \$45.00 per thousand.

Not less than 5 plants of a variety at ten; 25 at hundred rate.

### Best Bud

- 8/25 **Calumet.**—(Introduced by us 1915.) The best exhibition bronze to date; rather early for late shows, but its large size, the high percentage of perfect blooms and its easy culture make it one of the best. Tall.
- 8/15 **Christy Mathewson.**—(Introduced by us 1912.) A Japanese of largest size, eight inches in diameter and six and one-half inches deep. In early development it shows an eye, but continues to produce more petals day by day until the center is filled. Pure white. Strong, wiry stem. Semi-dwarf.
- 8/25 **Elberon.**—(Introduced by us 1913.) Bright pink, finest incurved form, beautiful foliage and good stem, easy to manage. Semi-dwarf.
- 8/30 **Glenview.**—The large Japanese blooms are dark bronze, sometimes showing a little of the Indian red lining. It is also a good commercial bronze, giving double flowers from late buds. Semi-dwarf.
- 8/25 **Lady Hopetoun.**—Light pink; a very fine-formed bloom. Dwarf.
- 8/15 **Lenox.**—(Introduced by us 1911.) The largest yellow known; in fact, there are but a few in our large collection that equal it in size. Beautiful loosely incurved, and a bright, pleasing shade of yellow; many of our blooms are 9 in. in diameter and 7 $\frac{1}{2}$  in. in depth; unexcelled for exhibitions. Semi-dwarf.
- 8/25 **Mankato.**—(Introduced by us 1915.) Purplish rose or amaranth, of reflexed form. Sturdy, upright growth. Semi-dwarf.
- 8/20 **Marigold.**—(Introduced by us 1915.) Unsurpassed in size and color, which is the brightest yellow. Maturing the last of October; is useful for early exhibitions. Semi-dwarf.
- 8/20 **Miss Elvia Scoville.**—A pure white sport from Wells' Late Pink, possessing all the good qualities of its parent. Dwarf.
- 8/15 **Miss Clay Frick.**—White sport from Wm. Duckham, possessing the same good qualities, free to grow and easy to manage. Dwarf.
- 8/15 **Modesto.**—An intense yellow, fine incurved form. Dwarf.
- 8/10 **Mrs. J. Gibson.**—Color light pink, shading deeper at ends of petals, of large size, good stem and foliage. Semi-dwarf.
- 8/20 **Mrs. O. H. Kahn.**—A fine bronze; should not be overlooked by commercial growers. Dwarf.
- 8/25 **Nakota.**—(Introduced by us 1913.) Owing to its immense size has become very popular for exhibition purposes. Orange buff. Semi-dwarf.
- 8/25 **Naponee.**—(Introduced by us 1918.) An irregular Japanese with long petals turning up or hooked at the ends, color creamy white tinged pink.

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Smith's Chrysanthemum Manual leads to success. Price, 60c postpaid. See page 20.



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- 9/5 **Nerissa**.—(Introduced by us 1914.) Owing to its enormous size, fine form and finish, is conceded to be one of the best exhibition sorts. Color, rosy mauve. Strong upright growth with rigid stem. Well adapted for specimen plants. Dwarf.
- 9/10 **November Glow**.—(Introduced by us 1918.) Incurved Japanese, beautiful light bronze, stiff wiry stem, height medium.
- 8/30 **Odessa**.—(Introduced by us 1914.) A seedling from Merza, but much freer in growth and better in every way. Splendid incurved form, bright yellow. It eclipses all the yellow in size and finish. Equal to William Turner. Tall.
- 8/25 **Silver King**.—(Introduced by us 1915.) Large reflexed white; splendid for collections. Wonderful stem and foliage. Tall.
- 8/20 **Wells' Late Pink**.—A very pleasing shade of pink and of the largest size; not late as the name implies. Dwarf.
- 8/30 **Wm. Turner**.—A decided incurved of purest white; fine form and a strong grower, with clean foliage. Semi-Dwarf.
- 8/15 **William H. Waite**.—A very bright bronze, approaching crimson; strong growing and easy to manage.
- 8/30 **Yellow Turner**.—This is a light yellow sport from the popular Wm. Turner and is equal to its parent in every respect. Semi-dwarf.
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Those desiring Exhibition varieties not included in our Wholesale list are referred to our Retail Catalogue, which will be furnished on application and prices quoted.

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## SMITH'S REVISED CHRYSANTHEMUM MANUAL.

(FOURTH ADDITION)

By ELMER D. SMITH

**Who has made a specialty of Chrysanthemum Culture for the past Thirty Years**

This booklet treats the subject in a concise yet lucid manner, covering the whole work from the care of stock plants to the staging of blooms.

There has been added several new features, including full description of and the best remedies for the new pest known as Chrysanthemum midge. Our new methods for controlling leaf tyer are the most practical. These additions alone are worth the price of the book to every grower interested.

**The best work on American Chrysanthemum Culture. Both amateur and florist have been provided with articles for their special needs.**

**ONLY 60 CENTS, POSTPAID**



# The Best Varieties for Florists

**Why**—Because they are the nearest perfect in characteristics essential to high grade of Florist's flowers, including color, form, substance, stem and foliage as well as lateness and earliness which is of great importance to most growers, size and other qualities depend largely upon the culture bestowed, but the varieties mentioned will undoubtedly give the highest percentage of marketable flowers even when grown under conditions more or less adverse.

The varieties mentioned are given in the order in which they mature from the earliest to the latest.

White	Yellow	Pink
Smith's Advance	Golden Glow	Unaka
Smith's Imperial	Golden Queen	Smith's Sublime
Oconto	Chrysalora	Chieftain
Liberty Bond	Tiger	Rose Perfection
White Chieftain	Major Bonnaffon	Dr. Enguehard
Betsy Ross	Loyalty	Patty
White Helen Frick	Sunbeam	Edwin Seidewitz
Victory	December Queen	December Beauty

## POMPONS.

White	Yellow	Pink	Bronze
Uvalda	Golden West	Leilah	Adironda
*Godfrey's Perfection	Golden Climax	Niza	Ouray
Nordi	Anneta	Edina	Hilda Canning
White Gem	*Golden Lida Thomas	Little Gem	Frank Wilcox
Helen Newberry	Quinola	Illona	Clorinda

The best Pompons for disbudding will be found on pages 14 and 15. Among the Anemone flowered Pomona Sunshine and Izola are especially adapted to this purpose see page 16.

**Earliness**—If flowers are desired by the end of August they must be planted the first of May and by May 20th, for September crop, there is no way to secure them at these early dates without adopting this course and selecting early buds.

**Lateness**—The majority of Chrysanthemums are benched in June and July and those which are inclined to mature late are in perfection from the middle to last of November, this includes W. H. Chadwick and its many sports, Helen Frick and the white form, December Queen, Victory, Loyalty, Mistletoe, Jeanne Nonin, Sunbeam and December Beauty.

All of these varieties will give useful flowers for December if planted the third week of July to first week of August, provided strong stock from 3-inch pots is available.

Those desiring the best early Pompons will do well to consider Uvalda, Ouray, Leilah, Niza, Edina, Adironda, all of which are fully developed from October 10th to 18th, and may be cut a few days earlier in case of an emergency. Of the late varieties Helen Newberry is the latest. Nordi, Quinola, Illona, Frank Wilcox, and Clorinda can usually be had for Thanksgiving, the other varieties which vary somewhat in time of flowering must be considered midseason.

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\*Those indicated by asterisk are Anemone Pompons.





*DISBUDED POMPONS*

**ELMER D. SMITH & CO.**

*Chrysanthemum Specialists*

**ORIGINATORS AND DISSEMINATORS**

*The only firm in America devoted entirely to Chrysanthemum Culture*